



January 2024

# Retailer Playbook

Volume 12 • Issue 1

## NEW GAMES!

**PLAY  
TODAY!**



**Fast  
Play**

**See back for  
new games!**

ALL FAST PLAY GAMES AVAILABLE JAN 21

**ON SALE JAN 2**

Fast Play odds vary by player selection.

Estimated Overall Odds: \$1 Diamond Dash 1 in 4.29 • \$2 Emerald 7s 1 in 4.39 • \$3 Wild Cherry Crossword Tripler 1 in 3.88  
\$5 Six Figures 1 in 3.90 • \$10 Indiana Cash Blowout 1 in 9.86 • © 2024 IGT. EMERALD 7S is a trademark of IGT.

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## \$10 Indiana Cash Blowout #2529

- Estimated Overall Odds: 1 in 9.86
- Loaded exclusively with \$50, \$100, and \$250 prizes!
- 30 chances to win
- Ticket length: 10"
- Pack size: 50



## \$5 Six Figures #2528

- Estimated Overall Odds: 1 in 3.90
- Win up to \$150,000!
- Win up to 5 times your prize
- 2 Bonus games to play
- 19 chances to win
- Ticket length: 8"
- Pack size: 100



## \$3 Wild Cherry Crossword Tripler #2527

- Estimated Overall Odds: 1 in 3.88
- Win up to \$50,000!
- Win double or triple your prize
- Ticket length: 6"
- Pack size: 100



## \$2 Emerald 7s™ #2526

- Estimated Overall Odds: 1 in 4.39
- Win up to \$7,000!
- Win 5 times your prize
- Ticket length: 4"
- Pack size: 100



## \$1 Diamond Dash #2525

- Estimated Overall Odds: 1 in 4.29
- Win up to \$1,000!
- **Ticket length: 3"**
- Pack size: 200



## NEW GAMES! PLAY TODAY!



# JANUARY PROMOTIONAL TOWER

## Use a Promotional Tower to Maximize Commissions

Change out the games in your tower to promote the following Scratch-offs:

- \$1 Diamond Dash
- \$2 Emerald 7s™
- \$5 Six Figures
- \$10 Indiana Cash Blowout

Place the tower, containing product, near the bin set in the transaction area, closest to the primary register to:

- Attract new players
- Encourage existing players to try new price points

## For retailers that DO NOT double-face games:

Games carried in the promotional tower should be allocated from the planogram

- For example: You have a 32-bin set on the front counter and a 4-bin promotional tower. A 36-bin planogram should be followed.



## Scratch-offs to Pull January 2

Never leave bins empty. Please call 1-800-955-6886 (option 3, option 2) if you need more tickets.

**Remove the below tickets from ALL Bin Sets and Self-Service Machines**



## New Year, New Staff Training

Do you have new staff members or current employees who might be looking to better their skills in Lottery operations? Hoosier Lottery has training resources available to fit your training needs.

For quick reference, "How to Play" videos are available on the Hoosier Lottery's YouTube channel at:



To get a hands-on training for your store, work with your Lottery Sales Representative to set up an in-store training session with a Lottery Trainer.

**YouTube.com/TheHoosierLottery**

## 1099 Information

The Hoosier Lottery will file form 1099-NEC with the IRS for retailers, if required, and a copy will be postmarked to those retailers no later than January 31st. Form 1099-NEC will not be filed or available for retailers that report to a chain, are classified as a corporation, or earned less than \$600 for the year. All retailers who are signed up to receive e-statements will receive a 2023 Annual Earnings Summary no later than February 4, 2024.

**If you are currently not receiving e-statements, contact your LSR, or e-mail [accounts.receivable@hoosierlottery.in.gov](mailto:accounts.receivable@hoosierlottery.in.gov) for details on how to sign up.**

## Customer Service Numbers

Hotline	1-800-955-6886
Ticket Orders	Option 3 - Option 2
Terminal Problems or Tech Support	Option 3 - Option 1 - Option 1
Gemini, ITVM, GT20, GT28	Option 3 - Option 2 - Option 2
Paper Stock	Option 3 - Option 1 - Option 2

Accounting	Option 3 - Option 5
Licensing	Option 3 - Option 4
Security	Option 3 - Option 7
Regional Offices	Option 3 - Option 3
Draw Game Validations	Option 3 - Option 6

Between 8:00 a.m. and 12:00 a.m. (midnight), seven days a week.

Questions and Suggestions: [info@HoosierLottery.com](mailto:info@HoosierLottery.com) • Visit [HoosierLottery.com](https://HoosierLottery.com) for more information.

## Debit Card Best Practices

Debit cards are approved forms of payment for Lottery at the discretion of the retailer. As a best practice and security measure, hand keying a debit card number is discouraged. If you must do so, the physical card should be present, and a matching government-issued ID should be verified.

One of the reasons a card might not be readable though the swipe, dip, or tap functions is that it may be counterfeit. When a card number is manually keyed in, there is no way for the debit card processing company to know whether the card was actually present for the transaction.



- If a transaction is completed by keying card information in manually, the liability shifts back to the merchant if a chargeback is filed or the cardholder claims fraud
- Since fraudulent use of debit card numbers costs companies millions of dollars each year, the card processing companies charge a higher fee for those transactions
  - In return, that increase is then passed along to merchants processing the transaction

When accepting debit card payments, it is a best practice to ensure that the majority of your customers' debit card information is acquired by swiping, dipping or tapping and that you settle your terminal daily. The less risk that is involved in acquiring, transmitting, and processing your customers' debit card information, the lower your transaction fees will be.

- By updating your debit card hardware and software to accept EMV chip cards, it eases your liability for fraudulent transactions and chargebacks<sup>1</sup>

**As a Lottery best practice, avoid manually keyed transactions whenever possible and encourage card payment use through swipe, dip or tap methods whenever possible.**

<sup>1</sup><https://merchantcostconsulting.com/lower-credit-card-processing-fees/guide-to-manually-keyed-transactions-when-to-use-and-how-to-avoid/>



# Retailer Success: QUICK STOP

Quick Stop is a small store with BIG lottery sales. Located in the heart of Bedford, at 2507 16th Street, They are on the main artery leading in and out of town. Bimal “Bobby” Dhall is the proud owner of the Quick Stop, which he opened in July 2017.

Bobby has used Hoosier Lottery products as a foundation in building his customer traffic. Bobby started with 36 games when he first opened and has grown his lottery selection to 48 games using 5-inch bins with a promotional tower on the front counter next to his register for customer impulse scratch purchases.



Owner, Operator Bimal “Bobby” Dhall

Bobby has made his store a lottery destination with winner awareness flyers and clouds and plenty of interior and exterior marketing signage strategically placed to attract the attention of customers. Once inside, Bobby is happy to educate players on all our lottery products. Bobby lets customers know of Draw jackpots and takes the time to explain non-jackpot games and add-on games. With the introduction of the new Cash POP™ Draw game, Bobby educated and promoted the game weeks before the April launch to guarantee his customers ask to purchase. His customer education of Cash POP led to over \$15,800 in total Cash POP sales and over \$5,550 in Cash POP winners \$50 and above.



purchase. He also posts Fast Play winner awareness and has sold well over \$9,000 in Fast Play winners \$100 and above since July 1st with total Fast Play sales of \$24,460.

Bobby continues to invest and improve his business and recently installed a large digital sign to advertise community events, inside specials, new lottery scratch tickets, jackpot amounts and winners sold to drive customer attention to his store. All of these efforts have attributed to Quick Stop becoming the #11 retailer in the state.

Bobby is pleased to be a lottery retailer and it is the anchor of his business. His customers make other purchases while playing their favorite lottery tickets. Bobby always cashes winning tickets up to \$599 as it ensures lottery players have money in their hand to shop his store.



Quick Stop is a testament on how Hoosier Lottery can enhance store sales by educating customers on the large selection of games and following Hoosier Lottery best practices. Looking forward to another great year of partnership with Quick Stop and driving lottery sales.

**To learn more about Hoosier Lottery best practices  
as a path to sales growth, contact your LSR today!**





## Scratch-off Games Closing Notice

GAME NUMBER	GAME NAME	PRICE POINT	LAST ACTIVATION DATE	LAST RETURN DATE	LAST DATE FOR VALIDATIONS
2481	\$50 Frenzy	\$1	12/1/2023	1/12/2024	7/11/2024
2428	Hit the Jackpot	\$5	12/1/2023	1/12/2024	7/11/2024
2477	\$100 Grand	\$5	12/1/2023	1/12/2024	7/11/2024
2429	Money Multiplier	\$20	12/1/2023	1/12/2024	7/11/2024
2472	\$150,000 Jumbo Cash	\$5	12/22/2023	2/2/2024	7/31/2024
2491	Money Money Money	\$5	12/22/2023	2/2/2024	7/31/2024

- **Last Activation Date:** The last day a confirmed pack can be activated for retail sales
- **Last Return Date:** Last day inventory of a closing game can be returned through the Lottery terminal for retailer credit
- **Last Date for Validations:** Final day for winners to claim a prize on a closed game (180 days after the last return date)

**All inventory of games listed in the above table should be given to your LSR for return processing before the displayed Last Return Date.**

- *After* the return date:
  - Affected games/packs are no longer eligible for return
  - Any confirmed packs remaining in your location will be charged during the next invoicing period

**Do you have inventory that needs to be returned?  
Here's how to find out:**

- On the lottery terminal, print a **Pack Status Report** for each affected game by following the below steps:
  - Select "Scratch Function"
  - Select "Inventory Report"
  - Select "Pack Status" and enter the game number
- Print the report, and locate any listed packs

**Note:** Set aside all packs listed on the Pack Status Report for your LSR to return on their next visit.

## Hoosier Lottery Play Policy: Retail Employee

**Reminder: Retailer owners, employees, and any relatives living in the same household as a retailer owner or employee, may not purchase Hoosier Lottery products in the location in which they work.**

- Retailer owners, employees, and any relatives living in the same household as a retailer owner or employee who are in violation\* can be convicted of a Class A misdemeanor, serve up to one year in prison and pay up to \$5,000 in fines.
- Retailer owners, employees, and any relatives living in the same household as a retailer owner or employee, can purchase Lottery products at an **alternate location** that is authorized to sell Hoosier Lottery tickets.
- Hoosier Lottery Security Department investigates all reported violations.



### \*INDIANA CODE 4-30-12-4

Retailer or employee of retailer;  
relative living in the same household

Sec. 4. A retailer or employee of the retailer or a relative living in the same household with a retailer or employee of the retailer may not purchase a lottery ticket at the premises where the retailer is authorized to sell tickets.



### INDIANA CODE 4-30-12-5

Violation; misdemeanor

Sec. 5. A person who violates this chapter commits a Class A misdemeanor.



# Financial Wellness in 2024

As the new year approaches, many of us are setting goals and making resolutions to improve our lives. As a store owner who sells Hoosier Lottery tickets, you can help your customers start fresh and take advantage of the Positive Play tools available to them.

At HoosierLottery.com, players can access free resources to help them keep Play Positive when it comes to financial planning. These resources include a Financial Wellness video, a Track Your Play Calculator, and a Financial Literacy Educational Tools page. There's also a Setting Spending Limits video that explains how setting a budget can help players keep their play positive.

## Financial Wellness

- Check out our Financial Wellness video to learn tips on understanding finances.

## Track Your Play Calculator

- Use our Track Your Play Calculator to tabulate the amount spent daily, monthly, or annually.

## Setting Spending Limits

- View our Setting Spending Limits video to learn more about setting a budget and how that will help you keep your play positive.

# Did you know?

To make it easy for your customers to access these resources, consider offering them a “Did You Know” flyer located in the Playcenter or playslip holder of your store. The flyer contains information about the Positive Play tools available at HoosierLottery.com, along with a clear call-to-action encouraging customers to visit the website. By promoting these resources, you can help your customers start the new year off on the right foot and encourage them to play responsibly.



**Visit [HoosierLottery.com/PositivePlay](https://www.hoosierlottery.com/PositivePlay) today to access these helpful resources and start the new year off with healthy playing habits**





## January Advertising

	Radio	Social Media	Outdoor
<b>Cash POP™</b>	✓	✓	✓

## January Point of Sale

### Scratch-off

- ☐ Ticket Inserts
- ☐ ITVM Merchandiser
  - Right Panel
- ☐ Play Center Insert
- ☐ Dispenser Bridge
  - Toppers
- ☐ ITVM Topper
- ☐ Lighted Tower Topper
- ☐ Tower Topper



### Cash POP™

- ☐ ITVM Merchandiser/
  - On-Counter Header
- ☐ Play Center Footer
- ☐ Wobbler
- ☐ ESMM Topper
- ☐ Change Mat
- ☐ Glass Cling
- ☐ GEMINI Decal
- ☐ GEMINI Destination
  - Side Panel



### Fast Play

- ☐ Play Center Side Panel
- ☐ Double-sided Info Card
- ☐ ESMM Pulley
- ☐ Vending Card
- ☐ Lighted Bread Box Sign
- ☐ GEMINI Destination Insert
- ☐ Play Center Insert



Use this checklist to ensure that you have the correct pieces on display. Questions? Please contact your LSR.  
\*Select retailers only. While supplies last.

## EXCLUSIVE myLOTTERY PROMOTIONS

Join myLOTTERY for FREE to get access to VIP experiences, FREE digital games, 2nd Chance promotions and so much more!  
**Encourage players to create an account and join today for FREE at [HoosierLottery.com/myLOTTERY](http://HoosierLottery.com/myLOTTERY)**



**ENTER 2ND CHANCE TO WIN UP TO \$10,000**

**LAST CHANCE TO ENTER**

Enter any eligible non-winning Holiday Scratch-offs into the Holiday 2nd Chance Promotion for chances to win up to \$10,000. Don't forget to tell players to hold onto their tickets to claim their prize!  
Entry Deadline: 1/8/24



The Hoosier Lottery app is FREE to download and allows players to build digital playslips, scan tickets, see winning numbers and more. All from the palm of their hands!

Learn more at [HoosierLottery.com/app](http://HoosierLottery.com/app)





# January 2024 24 Bin/Self-Service POG

The Hoosier Lottery requires all retailers who have a Self-Service machine to follow the 24-bin planogram. Self-Service equipment is a premium asset in high demand. Sales performance and planogram compliance are necessary to maximize revenue and maintain placement.

**The below 24-bin planogram can be torn out and posted inside the Self-Service machine as a convenient reference.**

Always adhere to the Scratch-off loading guidelines below, and do not load more than the recommended number of packs per price point.

	1		2		3		4
	5		6		7		8
	9		10		11		12
	13		14		15		16
	17		18		19		20
	21		22		23		24

## Scratch-off Loading Guidelines for Self-Service Machines

Scratch-off Price Point	Maximum Number of Packs	Maximum Number of Tickets
\$50	4	60
\$30	4	80
\$20	4	120
\$10	3	150
\$5	2	200
\$3	2	200
\$2	2	200
\$1	2	400
\$1 (thin pack)	3	600

# Scratch-offs to pull from your Self-Service Machines January 2





## ALL GAMES AVAILABLE JAN 21

### \$30 \$75,000 Cash Vault

- Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown for that number.
- If you win a PRIZE, multiply all PRIZES won by the MULTIPLIER VAULT.
- If all five numbers in a BONUS VAULT match five of your WINNING NUMBERS, win the prize shown in that BONUS VAULT.
- Each BONUS VAULT plays separately.

### \$10 \$30,000 Gold Rush

- Match any of YOUR NUMBERS to the GOLD NUMBER, win prize shown for that GAME.
- Each GAME is played separately.
- GOLDEN \$50 BONUS:**
  - Add up the sum of the BONUS NUMBERS.
  - If the sum of the BONUS NUMBERS equals 10, win \$50 instantly!

### \$5 Double Wild 7s

- Match ALL three of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown for that GAME.
- Match two of YOUR NUMBERS to any of the WINNING NUMBERS and find a "77" symbol in that GAME, win DOUBLE the prize shown for that GAME.
- Each GAME plays separately.

### \$5 \$10,000 Casino Royale

- Match three like symbols in any SPIN across, win corresponding prize in the PRIZE LEGEND.
- Match three like symbols in the ROYALE BONUS SPIN, win 2X your prize in the PRIZE LEGEND.
- Each SPIN is played separately.

### \$2 Max The Money

**Rolling Jackpot Game!**

- Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown for that number.
- Match the MAX THE MONEY DOUBLER number to any of YOUR NUMBERS, win double the prize shown for that number instantly.

Overall Odds: \$2 Max The Money 1 in 3.90 • \$5 \$10,000 Casino Royale 1 in 3.54

\$5 Double Wild 7s 1 in 3.52 • \$10 \$30,000 Gold Rush 1 in 3.23 • \$30 \$75,000 Cash Vault 1 in 3.31

\*Jackpot amount is determined at the time of purchase.

**NEW!**  
**Fast Play**

**\$30 WIN UP TO \$75,000**



**\$10 WIN UP TO \$30,000**



**\$5 WIN UP TO \$17,777**



**\$5 WIN UP TO \$10,000**



**\$2 ROLLING JACKPOT STARTS AT \$5,000\***

